

an input system for use by buyers to designate at least one area of commercial interest,

a memory for storing an identification of said buyer in association with said at least one designated area of commercial interest,

a control system for isolating those potential buyers associated with an area of commercial interest, and electronically outputting to said address for electronic communication an indication to said buyer regarding said area of interest.

18. The commercial transaction system of claim 17 wherein at least one area of interest is designated by unique product codes.

19. The commercial transaction system of claim 17 wherein at least one area of interest is designated by product class codes.

20. The commercial transaction system of claim 17 wherein at least one area of interest is a specific product.

21. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers utilizes purchase data.

22. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers utilizes cost data.

23. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers utilizes price data.

24. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers includes determination of the lowest offer.

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25. The commercial transaction system of claim 17 wherein the control system for isolating those potential buyers includes determination of the highest offer.

26. The commercial transaction system of claim 23 wherein the control system for isolating those potential buyers further includes factors in addition to price.

27. The commercial transaction system of claim 26 wherein said other factors includes the vendor rating.

28. The commercial transaction system of claim 26 wherein said other factors includes the vendor delivery status.

Sub C2

29. The commercial transaction system of claim 17 wherein the outputting an indication to said buyers is provided by an electronic mail (e-mail).

Sub D4

30. The commercial transaction system of claim 29 wherein the addresses for electronic communication is an electronic mail address.

Sub C3

31. The commercial transaction system of claim 17 wherein the outputting an indication to said buyers is provided by an telephonic communication.

32. The commercial transaction system of claim 31 wherein the addresses for electronic communication is a telephone number.

33. The commercial transaction system of claim 17 wherein the outputting an indication to said buyers is provided by a recorded voice message.

34. The commercial transaction system of claim 17 wherein the recorded voice message is voicemail.

Sub C5

44. The commercial transaction system of claim 17 wherein the outputting an indication to said buyers is provided by video information depicting at least in part the products or services relating to the areas of interest.

45. The commercial transaction system of claim 44 wherein the outputting an indication to said buyers is provided by dynamic video relating to said materials relating to the areas of interest.

46. The commercial transaction system of claim 17 wherein the outputting an indication to said buyers is provided at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

47. The commercial transaction system of claim 46 wherein the indication further includes audio over the still picture information.

Sub C6

48. The commercial transaction system of claim 17 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

49. The commercial transaction system of claim 48 further including a reference locator indication.

Sub C6

50. The commercial transaction system of claim 17 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

51. The commercial transaction system of claim 50 further including an audio system for providing audio to at least said buyer.

SubC6

52. The commercial transaction system of claim 17 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

53. The commercial transaction system of claim 17 further including a text system.

54. The commercial transaction system of claim 17 further including an audio system.

55. The commercial transaction system of claim 54 wherein the audio system

~~provides at least voice.~~

56. The commercial transaction system of claim 17 further including an inventory control system.

57. The commercial transaction system of claim 56 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

58. The commercial transaction system of claim 17 further including an electronic data interchange capability for facilitating said commercial transactions.

59. The commercial transaction system of claim 17 further including a priority determination system.

60. The commercial transaction system of claim 59 wherein the priority determination system includes a random number generator.

61. The commercial transaction system of claim 59 wherein the priority determination system includes a priority numbering system.

62. The commercial transaction system of claim 59 wherein the priority determination system rotates among subsets of said buyers.

Sub
D12
63. The electronic commercial transaction system of claim 17 wherein at least certain members of said plural groups are adapted to access said system via an on-line computer service.

64. The commercial transaction communication system of claim 63 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

Sub
D2
65. An electronic commercial transaction system for selectively enabling communications between members of plural groups, including at least one possibly interested buyer and at least one vendor, at least certain of said buyers having addresses for electronic communication, the system being adapted for use with an on-line computer service, comprising:
an interface for interaction with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,
an input system for use by buyers to designate at least one area of commercial interest,
a memory for storing an identification of said buyer in association with said at least one designated area of commercial interest,
a control system for isolating those potential buyers associated with an area of commercial interest, and electronically outputting to said address for electronic communication an indication to said buyer regarding said area of interest.

66. The commercial transaction system of claim 65 wherein at least one area of interest is designated by unique product codes.

67. The commercial transaction system of claim 65 wherein at least one area of interest is designated by product class codes.

68. The commercial transaction system of claim 65 wherein at least one area of interest is a specific product.

Sub D14 69. The commercial transaction system of claim 65 wherein the control system for isolating those potential buyers utilizes purchase data.

70. The commercial transaction system of claim 65 wherein the control system for isolating those potential buyers utilizes cost data.

Sub C8 71. The commercial transaction system of claim 65 wherein the control system for isolating those potential buyers utilizes price data.

72. The commercial transaction system of claim 65 wherein the control system for isolating those potential buyers includes determination of the lowest offer.

73. The commercial transaction system of claim 65 wherein the control system for isolating those potential buyers includes determination of the highest offer.

74. The commercial transaction system of claim 71 wherein the control system for isolating those potential buyers further includes factors in addition to price.

75. The commercial transaction system of claim 74 wherein said other factors includes the vendor rating.

76. The commercial transaction system of claim 74 wherein said other factors includes the vendor delivery status.

77. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided by an electronic mail (e-mail).

78. The commercial transaction system of claim 77 wherein the addresses for electronic communication is an electronic mail address.

Sub C91 79. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided by an telephonic communication.

80. The commercial transaction system of claim 79 wherein the addresses for electronic communication is a telephone number.

Sub C10 81. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided by a recorded voice message.

82. The commercial transaction system of claim 65 wherein the recorded voice message is voicemail.

Sub C11 83. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided by an electronic bulletin board.

84. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided by facsimile.

85. The commercial transaction system of claim 84 wherein the addresses for electronic communication is a telephone number associated with a facsimile machine.

86. The commercial transaction system of claim 65 wherein the address for electronic communication is obtained for at least certain of said members from said on-line computer service.

87. The commercial transaction system of claim 65 wherein the address for electronic communication are provided during a registration phase.

88. The commercial transaction system of claim 65 wherein the address for electronic communication is obtained automatically from the system.

89. The commercial transaction system of claim 65 wherein the address for electronic communication is obtained by ANI.

90. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided by video download of information relating to said materials relating to the areas of interest.

91. The commercial transaction system of claim 90 wherein the outputting an indication to said buyers further includes audio.

92. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided by video information depicting at least in part the products or services relating to the areas of interest.

93. The commercial transaction system of claim 92 wherein the outputting an indication to said buyers is provided by dynamic video relating to said materials relating to the areas of interest.

94. The commercial transaction system of claim 65 wherein the outputting an indication to said buyers is provided at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

95. The commercial transaction system of claim 94 wherein the indication further includes audio over the still picture information.

96. The commercial transaction system of claim 65 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

Sub C12 97. The commercial transaction system of claim 96 further including a reference locator indication.

98. The commercial transaction system of claim 65 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

99. The commercial transaction system of claim 98 further including an audio system for providing audio to at least said buyer.

Sub D20 100. The commercial transaction system of claim 65 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

Sub C13 101. The commercial transaction system of claim 65 further including a text system.

102. The commercial transaction system of claim 65 further including an audio system.

103. The commercial transaction system of claim 102 wherein the audio system provides at least voice.

104. The commercial transaction system of claim 65 further including an inventory control system.

105. The commercial transaction system of claim 104 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

106. The commercial transaction system of claim 65 further including an electronic data interchange capability for facilitating said commercial transactions.

107. The commercial transaction system of claim 65 further including a priority determination system.

108. The commercial transaction system of claim 106 wherein the priority determination system includes a random number generator.

109. The commercial transaction system of claim 106 wherein the priority determination system includes a priority numbering system.

110. The commercial transaction system of claim 106 wherein the priority determination system rotates among subsets of said buyers.

111. The commercial transaction communication system of claim 65 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

Sub 33 112. An electronic commercial transaction system for selectively enabling communications between members of plural groups, including at least one possibly interested buyer and at least one vendor, at least certain of said buyers having addresses for electronic communication, the system being adapted for use with an on-line computer service, comprising:
an interface for interaction with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a high resolution still image system to provide said images to said possibly interested buyer,
an input system for use by buyers to designate at least one area of commercial interest,
a memory for storing an identification of said buyer in association with said at least one designated area of commercial interest,
a control system for isolating those potential buyers associated with an area of commercial interest, and electronically outputting to said address for electronic communication an indication to said buyer regarding said area of interest.

113. The commercial transaction system of claim 112 wherein at least one area of interest is designated by unique product codes.

114. The commercial transaction system of claim 112 wherein at least one area of interest is designated by product class codes.

115. The commercial transaction system of claim 112 wherein at least one area of interest is a specific product.

116. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers utilizes purchase data.

117. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers utilizes cost data.

118. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers utilizes price data.

119. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers includes determination of the lowest offer.

120. The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers includes determination of the highest offer.

Sub C15 121. The commercial transaction system of claim 118 wherein the control system for isolating those potential buyers further includes factors in addition to price.

122. The commercial transaction system of claim 121 wherein said other factors includes the vendor rating.

123. The commercial transaction system of claim 121 wherein said other factors includes the vendor delivery status.

Sub C16 124. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by an electronic mail (e-mail).

125. The commercial transaction system of claim 124 wherein the addresses for electronic communication is an electronic mail address.

Sub C17 126. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by a telephonic communication.

127. The commercial transaction system of claim 126 wherein the addresses for electronic communication is a telephone number.

Sub C18 128. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by a recorded voice message.

129. The commercial transaction system of claim 112 wherein the recorded voice message is voicemail.

Sub C19 → 130. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by an electronic bulletin board.

131. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by facsimile.

132. The commercial transaction system of claim 131 wherein the addresses for electronic communication is a telephone number associated with a facsimile machine.

133. The commercial transaction system of claim 112 wherein the address for electronic communication is obtained for at least certain of said members from said on-line computer service.

134. The commercial transaction system of claim 112 wherein the address for electronic communication are provided during a registration phase.

135. The commercial transaction system of claim 112 wherein the address for electronic communication is obtained automatically from the system.

136. The commercial transaction system of claim 112 wherein the address for electronic communication is obtained by ANI.

137. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by video download of information relating to said materials relating to the areas of interest.

138. The commercial transaction system of claim 137 wherein the outputting an indication to said buyers further includes audio.

Sub C19 139. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by video information depicting at least in part the products or services relating to the areas of interest.

140. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided by dynamic video relating to said materials relating to the areas of interest.

141. The commercial transaction system of claim 112 wherein the outputting an indication to said buyers is provided at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

142. The commercial transaction system of claim 141 wherein the indication further includes audio over the still picture information.

143. The commercial transaction system of claim 112 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

Sub C20 144. The commercial transaction system of claim 143 further including a reference locator indication.

145. The commercial transaction system of claim 112 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

146. The commercial transaction system of claim 145 further including an audio system for providing audio to at least said buyer.

Sub 211
147. The commercial transaction system of claim 112 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

148. The commercial transaction system of claim 112 further including a text system.

149. The commercial transaction system of claim 112 further including an audio system.

150. The commercial transaction system of claim 149 wherein the audio system provides at least voice.

151. The commercial transaction system of claim 112 further including an inventory control system.

152. The commercial transaction system of claim 151 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

153. The commercial transaction system of claim 112 further including an electronic data interchange capability for facilitating said commercial transactions.

154. The commercial transaction system of claim 112 further including a priority determination system.

155. The commercial transaction system of claim 154 wherein the priority determination system includes a random number generator.

156. The commercial transaction system of claim 154 wherein the priority determination system includes a priority numbering system.

157. The commercial transaction system of claim 154 wherein the priority determination system rotates among subsets of said buyers.

Sub D75
158. The commercial transaction communication system of claim 112 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

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159. An electronic commercial transaction system for selectively enabling communications between members of plural groups, including at least one possibly interested buyer and at least one vendor, at least certain of said buyers having addresses for electronic communication, the system being adapted for use with an on-line computer service, comprising:
an interface for interaction with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,
a dynamic video and audio system for providing video and audio at least from said system to said possibly interested buyer,
an input system for use by buyers to designate at least one area of commercial interest,
a memory for storing an identification of said buyer in association with said at least one designated area of commercial interest,
a control system for isolating those potential buyers associated with an area of commercial interest, and electronically outputting to said address for electronic communication an indication to said buyer regarding said area of interest.

160. The commercial transaction system of claim 159 wherein at least one area of interest is designated by unique product codes.

161. The commercial transaction system of claim 159 wherein at least one area of interest is designated by product class codes.

162. The commercial transaction system of claim 159 wherein at least one area of interest is a specific product.

Sub D27 163. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers utilizes purchase data.

164. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers utilizes cost data.

165. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers utilizes price data.

Sub C23 166. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers includes determination of the lowest offer.

167. The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers includes determination of the highest offer.

168. The commercial transaction system of claim 165 wherein the control system for isolating those potential buyers further includes factors in addition to price.

169. The commercial transaction system of claim 168 wherein said other factors includes the vendor rating.

170. The commercial transaction system of claim 168 wherein said other factors includes the vendor delivery status.

Sub C24 171. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by an electronic mail (e-mail).

172. The commercial transaction system of claim 171 wherein the addresses for electronic communication is an electronic mail address.

Sub C25 } 173. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by an telephonic communication.

174. The commercial transaction system of claim 173 wherein the addresses for electronic communication is a telephone number.

Sub C26 } 175. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by a recorded voice message.

176. The commercial transaction system of claim 159 wherein the recorded voice message is voicemail.

Sub C27 } 177. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by an electronic bulletin board.

178. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by facsimile.

179. The commercial transaction system of claim 178 wherein the addresses for electronic communication is a telephone number associated with a facsimile machine.

180. The commercial transaction system of claim 159 wherein the address for electronic communication is obtained for at least certain of said members from said on-line computer service.

181. The commercial transaction system of claim 159 wherein the address for electronic communication are provided during a registration phase

Sub C27 182. The commercial transaction system of claim 159 wherein the address for electronic communication is obtained automatically from the system.

183. The commercial transaction system of claim 159 wherein the address for electronic communication is obtained by ANI.

Sub C28 184. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by video download of information relating to said materials relating to the areas of interest.

185. The commercial transaction system of claim 184 wherein the outputting an indication to said buyers further includes audio.

186. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by video information depicting at least in part the products or services relating to the areas of interest.

187. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided by dynamic video relating to said materials relating to the areas of interest.

188. The commercial transaction system of claim 159 wherein the outputting an indication to said buyers is provided at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

189. The commercial transaction system of claim 188 wherein the indication further includes audio over the still picture information.

190. The commercial transaction system of claim 159 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

Sub C29 > 191. The commercial transaction system of claim 190 further including a reference locator indication.

192. The commercial transaction system of claim 159 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

193. The commercial transaction system of claim 192 further including an audio system for providing audio to at least said buyer.

Sub C30 > 194. The commercial transaction system of claim 159 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication the indication to said buyer regarding said area of interest.

195. The commercial transaction system of claim 159 further including a text system.

196. The commercial transaction system of claim 159 further including an audio system.

197. The commercial transaction system of claim 196 wherein the audio system provides at least voice.

198. The commercial transaction system of claim 159 further including an inventory control system.

199. The commercial transaction system of claim 198 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

200. The commercial transaction system of claim 159 further including an electronic data interchange capability for facilitating said commercial transactions.

201. The commercial transaction system of claim 159 further including a priority determination system.

202. The commercial transaction system of claim 201 wherein the priority determination system includes a random number generator.

203. The commercial transaction system of claim 201 wherein the priority determination system includes a priority numbering system.

204. The commercial transaction system of claim 201 wherein the priority determination system rotates among subsets of said buyers.

205. The commercial transaction communication system of claim 159 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

REMARKS

By this preliminary amendment, Applicant is canceling claim 1, without prejudice, and introducing claims 17-205 for the Examiner's consideration. Claims 17-205 are generally similar to claims 110-298 of co-pending parent application Serial No. 08/189,405, which were canceled in the parent application to address a requirement for restriction of the claims.